What Is Favicon in SEO?

A favicon is a small 16×16pixel icon used for visual representation of any website. They are small images appearing next to the page titles in search results, bookmarks, toolbar apps, history results etc. It mainly helps the visitors to locate the specific website page easily when multiple tabs are open.

Role of favicons in SEO:

Creating a favicon is small yet very important step in setting up any website. Favicons are not directly responsible for any page's ranking in search results. However. It does significant branding of the website as users tend to remember creative favicons more. Pages without favicons or with favicons violating Google's guidelines will have a default icon next to the URL instead of specific icon. Favicons also provide an edge when it comes to bookmarking of sites thus getting more ranking and traffic on the page

How to create eye-catching Favicons:

While creating and designing favicons lots of aspects need to be taken care of. Here’s quick list of

things to ensure for an attractive favicon design-

**● Highlighting Brand Identity**: Your icon should instantly give a glimpse of the brand and what it does. The user should be able to interpret some basic idea after the first glance

itself.

**● Proper colour coordination**: Colour choices also plays a great deal in Favicon designing.

● **Proper shape and size**: Icon should be in square shapes as mentioned in the guidelines of Google for better ranking. It should stick to the assigned size of 16 pixels as it is widely accepted by all browsers.

**Favicon Sizes:**

The classic favicon size is 16х16 pixels corresponding to 32×32 pixels on high resolution screens. Creating Favicons in higher resolution is recommended by Google ,so favicon size

should be 48x48px, 96x96px, 144x144px, and so on.

In HTML size attribute makes the work much easier. Here you can set the properties such as

Height, width with a specified values separated by spaces. For example-

<link rel = ”icon” href=”favicon.png” sizes=”16×16″ type=”image/png”>

Here is more specific guide regarding Favicon sizes supported by different browsers-

● 16×16 pixels for browsers

● 32×32 pixels for desktop taskbars

● 96×96 pixels for desktop app favicon icons

● 180×180 pixels for iOS and Android devices

**Free Favicon Generators that you can make use of:**

There are plenty of online free favicon generators that provide you instant services for designing

Favicons of your own brand or websites. Here are list of few options for you to download and use

:

● Favicon.io

● Favicon-Generator.org

● Ionis Favicon Generator

● Favicomatic

● Themeisle Logo Maker